

DATE: 6/30/13 SIGNATURE: *Brad Beasley*

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**Brad Beasley**

**VP/ Market Manager**

**BEASLEY BROADCAST  
MODEL ISSUES AND PROGRAMS REPORT**

**FOR**

**STATION WXKB HD 2**

**2nd QUARTER, 2013**

**APRIL 1st, 2013 TO JUNE 30th, 2013**

Prepared by:

Sheila Book

PSA Director, WXKB-fm, WXKB-fm HD2

**ISSUES OF CONCERN TO STATION WXKB HD 2**  
**ADDRESSED IN RESPONSIVE PROGRAMMING IN THE**  
**2nd QUARTER, 2013**

1. Drugs and Drug Abuse: Where to get help.
2. Education and Childcare: Children's literacy.
3. Organizations for Women : Women's Health.
4. Animal Welfare: Humane Treatment of Animals.
5. Family Health: Getting out of an abusive relationship.
6. Health: Raising awareness about Autism.
7. Public Safety and Welfare: Avoiding Scams.

**PUBLIC AFFAIRS PROGRAMS**

**STATION WXKB HD 2 PROGRAMS THAT  
ADDRESS COMMUNITY ISSUES**

1. In Touch: (Sunday mornings, 5:00 a.m.-5:30 a.m.& 5:30 a.m -6 a.m.) Locally produced show hosted by PSA Director, Sheila Book, features topical issues of concern to SWFL residents.

Second Quarter 2013

(April 1<sup>st</sup>-June 30<sup>th</sup> 2013)

**MOST SIGNIFICANT ISSUE-RESPONSIVE PROGRAMMING**

**ISSUE: PUBLIC SAFETY AND WELFARE**

In Touch

April 7, 2013

5:00 a.m. and replayed at 5:30

2 (30 Minutes of a 30 Minute Program)

Brad Congress from Congress Jewelry spoke to our audience about a problem that is becoming very prevalent called, 'diamonditis'. He informed us how to protect ourselves.

In Touch

June 2nd, 2013

5:00 a.m. and replayed at 5:30

2 (30 Minutes of a 30 Minute Program)

Host Sheila Book spoke with Natalie Quintero, Invest Advocate for The Shelter for Abused Women and Children, where they provide most everything needed for those needing shelter from abuse.

Also listed under, "Charity"

**ISSUE: CHARITY**

In Touch

April 14th, 2013

5:00 a.m. and replayed at 5:30

2 (15 Minutes of a 30 Minute Program)

Host Sheila Book, spoke with Beth Cameron, VP of Adonis Autism Assistance Foundation, about their upcoming event and how to get involved. (Flamingo Flocking)

### In Touch

April 14th, 2013

5:00 a.m. and replayed at 5:30

2(15 Minutes of a 30 Minute Program)

Host Sheila Book interviewed Mark Mishek of Hazelden in Naples. They talked about how addicts can get help.

### In Touch

May 5th, 2013

5:00 a.m. and replayed at 5:30

2(30 Minutes of a 30 Minute Program)

Host Sheila Book chatted with Janet Bartos about how the homeless are counted and how we can be of assistance with the count.

### In Touch

May 19th, 2013

5:00 a.m. and replayed at 5:30

2 (15 Minutes of a 30 Minute Program)

Sheila Book spoke with Scott Sutton about the program K is for Kids and how the public can be of help.

In Touch

May 26th, 2013

5:00 a.m. and replayed at 5:30

2(15 Minutes of a 30 Minute Program)

Host Sheila Book talked with Tracy Hendershott about the events ARC has along with how the public can help.

Also listed under “Other/Animal Welfare”

In Touch

June 2nd, 2013

5:00 a.m. and replayed at 5:30

2 (30 Minutes of a 30 Minute Program)

Host Sheila Book spoke with Natalie Quintero, Invest Advocate for The Shelter for Abused Women and Children, where they provide most everything needed for those needing shelter from abuse.

Also listed under, “Public Safety and Welfare”

In Touch

June 9th, 2013

5:00 a.m. and replayed at 5:30

2 (15 Minutes of a 30 Minute Program)

Host Sheila Book spoke with Elisa Hirsh from Wayman Publishing. We spoke about her ‘Acts of Kindness’ program.

In Touch

June 16th, 2013

5:00 a.m. and replayed at 5:30

2 (15 Minutes of a 30 Minute Program)

Host Sheila Book interviewed Amanda Jaron, Jewelry Designer and PACE spokesperson about the upcoming, "Love That Dress" events to be held around town.

**ISSUE: OTHER/ANIMAL WELFARE**

In Touch

April 28th, 2013

5:00 a.m. and replayed at 5:30

2 (15 Minutes of a 30 Minute Program)

Host Sheila Book talked with Ria Brown from Lee County Domestic Animal Services about how the hot weather can affect your pets.

In Touch

May 26th, 2013

5:00 a.m. and replayed at 5:30

2 (15 Minutes of a 30 Minute Program)

Host Sheila Book talked with Tracy Hendershott about the events ARC has along with how the public can help.

Also listed under "Charity"

**ISSUE: EDUCATION AND CHILDCARE**

In Touch

April 28th, 2013

5:00 a.m. and replayed at 5:30

2 (15 Minutes of a 30 Minute Program)

Host Sheila Book talked with Ann Frazier about how Junior Achievement works and how the community can help out and be involved.

**ISSUE: ORGANIZATIONS FOR WOMEN**

In Touch

May 12th, 2013

5:00 a.m. and replayed at 5:30

2 ( 30 Minutes of a 30 Minute Program)

Host Sheila Book spoke with Deborah Tate Taylor about how women are portrayed in the media.